SGiP

SMART GRID
INTEROPERABILITY PANEL

CMEWG MEETING

3 October 2011

Roll Call

Leadership Members
Chair, Mladen Kezunovic
Paul Centolella
Brent Hodges
Perry Pederson
Rich Scholer
Tariq Samad
Matthew Theall
Scott Ungerer
Steve Widergren
Paul Molitor

Ex-officio Members
George Arnold
Chad Boutin
Paul Boynton
Magdalena C. Benitez
Cuong Nguyen
Randy Wedin

Members
Alan Greenberg
Alpesh Shah
Amanda Stallings
Anto Budiardjo
Benjamin Dunton
Brent Hodges
Brent Struthers
Clifford Bryan
Dan Lubar
David Elve
David Kaufman
David Milenthal
David Mollerstuen
Derek Flickinger
Ed Eckert
James Mater
Jaswinder Singh
Joan Ward
Jon Hawkins
Katherine Voss

Members *continued*
Ken Holbrook
Kenneth Jones
Kenneth Wacks
Linda Evers
Lisa Romani
Lori Towers-Hoover
Mark Enstrom
Mike Coop
Neal Mellen
Neil Greenfield
Philip DiPastena
Randy Lowe
Shailendra Agrawal
Tanya Brewer
Tim Jeffries
Vicki Trees

SGIP Administrator Support
Jeny Dowlin
Erich Gunther
Stuart McCafferty
Janet Roark
Patti Webster

Agenda

- Roll call

- Minutes approval

- Where We Are – Current Activities

- Review of Near Term Option

- Next steps

CMEWG Plan: 2011-2012
The Near Term Option (NTO)

Executive Summary, July 11, 2011

Outline

- Why the Plan is proposed

- Work accomplished to-date

- Goals of an NTO

- Key NTO initiatives

- Budget/Resorces

- For Information only

  - Possible funding models

  - Execution plan highlights

- GB Resolutions

Why the Plan is proposed

- Bring CMEWG effort to the next level

- Define activities that will complement existing efforts

- Assure future expansion of SGIP membership

- Facilitate the ever increasing importance and role of SGIP

- Help promote NIST Smart Grid interoperability efforts in fulfilling the mandate set by EISA 2007

Work accomplished to-date

- {completed} two flyers - addressing what SGIP is and why its decisions may concern regulators

- {underway} two flyers - interoperability for professional groups and for the public outside SGIP

- {ongoing} SGIP TWIKI improvement with Administrator

- {ongoing} Collaborate with NIST and Administrator PR team in creating PR strategy and actions regarding SGIP efforts

- {underway} Upgrade SGIP 101 presentation material

- {ongoing} Define and execute process for generating PR items after each GB meeting

- {ongoing} Develop Liaison with various SGIP Committees and WGs to create additional flyers that highlight the accomplishments and deliverables of such group- resulted in supporting the review of the TCC Goals and Objectives, International activity, and SGIP Catalog of Standards flyers

Goals of a near-term option (NTO)

A. Gain recognition for SGIP as the globally recognized standards coordination   body that tangibly coordinates the Smart Grid interoperability efforts and promotes methodology how all components of the Smart Grid may work together.

B. Develop a stakeholder engagement vehicle that helps to dramatically increase the number of actively participating innovators (both institutional and individuals) in building and operating the Smart Grid while fostering interoperability.

C. Offer innovative communication means for effective marketing and education efforts that will reach out to many stakeholder communities assuring the SGIP efforts are well understood and appropriately valued by all involved and accurately portrayed by the media.

Key Initiatives of the NTO

- "The Creation and Facilitation of a Smart Grid Stakeholder Community—Interim website"

- "A Combination Stakeholder Research/ Consensus Building Initiative to Set a Platform for all Communication"

- "Launch a Viral SGIP Membership Campaign"

- "Gain Media Recognition of the Official Work Being Done by SGIP and SGIP GB by Augmenting Administrator and NIST activity"

- "Transforming the current Smart Grid 101 Presentation to be easily adaptable for use across the expanding SGIP community"

Budget/Resources

- Estimated budget of $250,000 for first 12 months

- Uses of funds:

  – Engaging SGIP Community Manager and administrative staff to run the SGIP Community Home.

  – Securing low-cost administrative support for creation and production of all materials, and

  – Coordinating the voluntary workforce to help with the integration of the ongoing CMEWG activities and the new activities proposed in this plan

Possible funding models: FYI only

1. **Consortium funding of a non-profit organization.** Tiered voluntary membership contribution in a consortium of organizations and individuals that want to support CMEWG outreach.

2. **Private Investment and Execution.** Private investors form an entity to engage in the effort to create the foundation of a newly developed SmartGrid affinity platform for social networking within the industry sector.

Execution Plan Highlights: FYI only

07/12/11- SGIP Governing Board
- – Votes on the two Resolutions to accept the Plan NTO and overall budget
- – Votes on Resolution to charge CMEWG with finding the best approach to secure the funds and execute the plan

7/15/11 CME WG
- – Announces SGIP GB APPROVAL of NTO and sets up meetings to discuss the best approach to secure the funding and execute the plan
- – Based on the passed Resolutions, invites advice from SGIP stakeholder community how to secure finding to execute CMEWG NTO

9/1/11 CME WG – initiate dialogue to ensure areas of coordination and collaboration between the SGIP, Program Administrator, NIST and the selected "human resources" that volunteered to execute the NTO

9/16/11 CME WG – formally launches the coordination with the organization funding and executing the NTO and the SGIP stakeholders

Monthly thereafter - CMEWG coordinates and advises on execution of the NTO and makes comments on changes as needed

9/16/11 CME WG – The funded NTO is launched

GB Resolutions

- Resolution#1: Accept proposed CMEWG Plan- Near Term Option with the proposed budget

- Resolution#2: Charge CMEWG with a task to find out what is the legally acceptable and most effective way to fund and execute the NTO plan

SGIP Administrator's Report

Overview

- In July 2011, SGIPGB approved Marketing & Communications (MarComm) plan from CMEWG
  - This plan included six key initiatives to accomplish
  - Initial timelines began in June 2011 however, little progress on these has been made to date
- Concern has been expressed by all SGIP leaders re: stakeholder categories with low Participating membership
  - Of 22, 13 have under 20; of which, four have less than five.
- Additionally, NIST and the Administrator have discussed other MarComm goals to address in coming months
  - SGIP *globally recognized* smart grid leader organization
  - Earned Media coverage increased
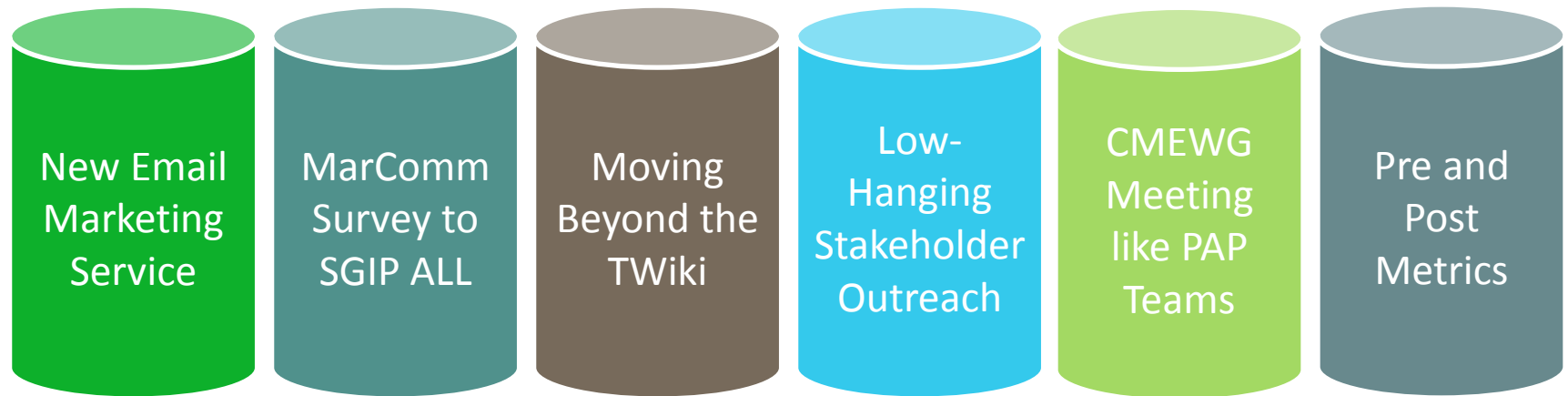 - F2F Meetings promoted; attendance improved

Administrator's Scope

- Publicizing events and communicating other relevant information
- Support and maintenance of the NIST Smart Grid Collaborative Wiki
- Develop, support, and maintain web sites and list servers for SGIP membership. Troll collaboration sites for inappropriate content.
- SGIP, SGIPGB, and committee membership recruitment (including soliciting and signing up new members);
- Membership retention;
- Publicizing events and communicating other relevant information (including alerting members, SGIP comment management, the SGIP/NIST Public Relations working group);
- Providing content for newsletter, flyers, etc.
- Organizing and administering the SGIP meetings …(d) publicity for Meetings; and (e) handouts for the Meetings.

Initial Efforts

- To achieve these goals in the most efficient and effective manner, the Administrator team is focusing their initial efforts on the following:

| New Email Marketing Service | MarComm Survey to SGIP ALL | Moving Beyond the TWiki | Low-Hanging Stakeholder Outreach | CMEWG Meeting like PAP Teams | Pre and Post Metrics |

SGiP 17

New Email Marketing Service

- SGIP News will be delivered via Emma, an email marketing service that goes beyond just "eNews"
  - Real-time metrics to evaluate who's opening, clicking, forwarding, etc.
  - Auto-response welcome emails to help potential and new members get started in the SGIP (listserv joining, meetings, etc.)
  - Standalone press contact list for press releases and other media opportunities; great way to track and personalize.
  - Event marketing and promotions improved (send invitation style to foreign members to address Visa needs)
  - Organize contacts and tailor messages, i.e. stakeholder categories
  - Free surveys and customizable web signup forms
    - In production; hope to use first time next week

New email marketing service

MarComm Survey to SGIP ALL

- Part of CMEWG approved plan

- In late October, send out survey to SGIP membership to determine what social media and other marketing tasks and tools to invest time and money.
  - Do you Twitter? How often?
  - Would you read a SGIP blog? Contribute to one?
  - On LinkedIn? Use their discussion boards? How often?
  - How do you define Smart Grid? Interoperability? (CME goal)

- NIST needs to get approval – 4-week process

  - CME Marketing subgroup as lead(?)
  - Administrator happy to create draft of initial survey

MarComm survey to SGIP ALL

Moving Beyond the TWiki

- Based upon the MarComm survey results (end of 2011), the Administrator will work with CME and NIST to implement the best tools to communicate effectively with both current and potential members on SGIP matters.
    - Need to confer with NIST/DOC rules
- "Connected Collaborators" – members communicate, access news, shop, research and engage with colleagues through multiple digital platforms and many of these are on the go (iPads, smartphones, etc.)

Moving Beyond the TWiki

Moving Beyond the TWiki

- People have grown accustomed to businesses and brand entering their socialsphere... they expect it. Developing our own social "community" may not be successful or desired.

- Waiting for Survey results will ensure we are in the right places to connect.

Moving Beyond the TWiki

Low-Hanging Stakeholder Outreach

- One area of great importance to SGIP Leaders
  - CME Marketing subgroup task?
- There are currently 13 of 22 stakeholder categories with under 20 Participating Members; 4 under 5
- Theory is companies rely upon member association to provide SGIP info to them (i.e. NRECA, NARUC, etc.)
  - Suggest we work with these current SGIP member associations to encourage participation

Low-hanging Stakeholder Outreach

13 Categories Where in Need

- Consumers — Residential, Commercial, and Industrial – 20 total *9 are just observing*
- Electric Transportation Industry Stakeholders – 10 total *4 are just observing*
- Electric Utility Companies — Municipal (MUNI) – 20 total *13 are just observing*
- Electric Utility Companies — Rural Electric Association (REA) – 13 total *8 are just observing*
- Electricity and Financial Market Traders (includes Aggregators) – 3 total
- Independent Power Producers– 1 total
- Relevant Federal Government Agencies – 5 total
- Renewable Power Producers – 9 total
- Retail Service Providers – 3 total
- State and Local Regulators – 17 total *8 are just observing*
- Testing and Certification Vendors – 20 total *6 are just observing*
- Transmission Operators and Independent System Operators – 10 total
- Venture Capital – 14 total *11 are just observing*

Low-Hanging Stakeholder Outreach

- For Example: NARUC
  - Talk with Robin Lunt about a SGIP blurb in their next member email or linked promo graphic
  - SGIP blurb will have testimonial from Participating member like Michigan or Texas PSC as to why they are members and benefit, then have specific link
  - Specific link will go to page with exact copy as to why they should join, how to join, etc.
    - Copy can be worked out within CME subgroup

Low-hanging Stakeholder Outreach

Low-Hanging Stakeholder Outreach

- Additionally, research and compile category-relevant contact list
    - Electric Transportation - approx. 70 manufacturers exist including Tesla Motors, Nissan, Star EV, Honda, Volvo
    - Electric Utility Companies REA – 883 consumer-owned rural electric cooperatives, Source: Electric Power Industry Overview 2007
    - Independent Power Producers –1,738 nonutility power producers in the United States Source: Electric Power Industry Overview 2007

- Craft email that supplies 5 reasons to join SGIP specifically for their category (CME Subgroup)

Low-hanging Stakeholder Outreach

CMEWG Meeting like PAP Teams

- During high activity phases, PAP teams ramp up the amount of their virtual meetings

- Suggest CME does same to handle initiatives
  - Assign initiatives to subgroups; roles and duties outlined
  - Administrator would be "Tech Champion" for all meetings – schedule, help lead, minutes, update Twiki, etc.
  - CMEWG ALL meet every two weeks to discuss progress, feedback, etc.

CMEWG meeting like PAP teams

SGiP

Proposed MarComm Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
	3-4pm CMEWG All	3-4pm CMEWG Education Subgroup	*10am MarComm Call with NIST*	
	3-4pm CMEWG Marketing Subgroup	3-4pm CMEWG Communications Subgroup	*10am MarComm Call with NIST*	
	3-4pm CMEWG All	3-4pm CMEWG Education Subgroup	*10am MarComm Call with NIST*	
	3-4pm CMEWG Marketing Subgroup	3-4pm CMEWG Communications Subgroup	*10am MarComm Call with NIST*	

CMEWG meeting like PAP teams

SGIP

Pre and Post Measuring

- Finally, one more crucial step Administrator will work.

- To develop more effective MarComm elements and to determine the optimal level of expenditures, need to get metrics in place

- Continuously monitor the execution of the communication plan to ensure objectives are met

Pre and Post Metrics

SGiP

Pre and Post Measuring

- Set Benchmarks for Stakeholder Outreach (CME)
  - For example, we want to 12 more Independent Power Producer members to join by 12/31/11

- With Emma can determine high interest topics
  - Opens, clicks, "forward to a colleague," etc.

- Administrator will begin providing
  - Monthly metric reports to both CME and NIST to evaluate the outcomes and adjust efforts as necessary
  - Quad charts created much like PAP teams utilize

Pre and Post
Metrics

Next Steps

- New email marketing service implemented

- Draft of Survey questions; needs to go with NIST to obtain survey approval

- Implement New CMEWG Meeting Schedule
  - Confer on best meeting times with subgroup leads

- Stakeholder Category Research

Questions?

Next Steps

- Suggest Subgroups take on effort from plan to execute
  - Groups to meet in parallel (approx. 12 in each); Administrator actively support each
  - CMEWG ALL meets every 4 weeks
  - MK to contact Subgroup leads on meeting frequency and task to focus upon. How to kick off next phase to cover plan
  - GB needs plans and timelines
  - Administrator can move forward with draft survey.
  - Revitalize/Survey CMEWG ALL about participation, plan, efforts, etc.
  - Next Meeting: Nov. 7, 2011 at 4p.m. Eastern